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Library Annual Reports Made Easy

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Library Annual Reports Made Easy

Comments

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Abstract

No single publication can do more to enhance the reputation, advocate for increased budgets, and support a library than an annual report. Even though an annual report requires time, effort, money, and the cooperation of many contributors to prepare, publish, and distribute, it is a very powerful marketing tool with demonstrated results. To make the process of publishing this yearly report easier, more organized, and more effective, a new approach was implemented in the Leatherby Libraries in 2011 that culminated in recognition as the 2013 national Best of Show at ALA PR Xchange awards with over two hundred entries. The report has not only received compliments from the President of the University, library donors, friends, and staff but was also able to effectively articulate the vision, accomplishments and successes of the Leatherby Libraries to all the University constituents and senior administration. The report has become a model for other campus departments as well as other local and national libraries. From tracking the flow of relevant information, photos, and important library milestones throughout the year, to gathering statistics, data, and timely last minute additions, this poster provides a visual example of the process up until the final report is in hand.

Why Create an Annual Report?

1. Reporting on the library's accomplishments.
2. Demonstrating the value of the library to all constituents and collaborators.
3. Opportunity for financial transparency.
4. A great way of acknowledging board members, donors, volunteers, and sponsors.
5. Effective marketing tool used throughout the year.
6. Fundraising tool when effectively telling stories of success that can inspire others to give.
7. Used as an annual holiday greeting that library supporters expect yearly.
8. Archival value.



Stages in the Process

Year-Round Tracking

Flyers and Brochures
Electronic and hard copies.

Photos
Always be ready to take pictures.

Content
Build your sections early.

Think Like a Journalist, Act Like a Marketer

Always think Annual Report
Plan and anticipate.

Always look for the news
Be proactive; look for opportunities.

Document ideas
If you have an idea, write it down.

Create a Workflow

Create the report
One document, one folder, all sections.

Edit, edit, then edit again
Work closely with your editor, allow time.

Content approval
Before you start the design.

Design and Production

Create a timeline

Follow up

Be flexible and adapt

Approve for printing

Lessons Learned

- Integrate the production process.
- Always be organized.
- Always be ready for the unexpected, whether a very short notice modification or a design problem.
- Assume responsibility and ownership at all times and do not take criticism personally.
- Build a relationship with your designer and editor throughout the year.
- Have your mailing envelopes ready with address labels in advance of publication.
- Always have an e-version on the library's website.

Key Outcomes

- National recognition.
- Valuable feedback.
- Institutional and community support.



QR CODE

To view previous Leatherby Libraries Annual Reports and the 2013 national Best of Show at ALA PR Xchange winning report, please visit www.chapman.edu/library/aboutus/annualreports.html or scan

